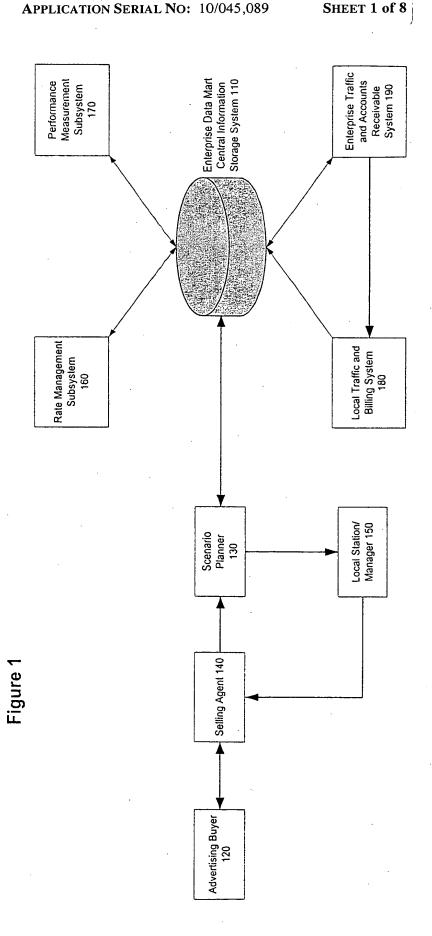
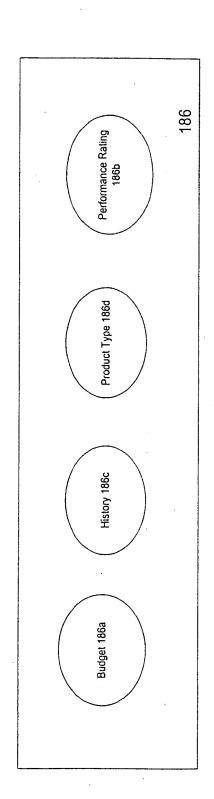
APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD AND S
INVENTOR(S): ALLAN GINSBURG ET AL.
APPLICATION SERIAL NO: 10/045,089
SHEET 1 of 8



APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD AND EM
INVENTOR(S): ALLAN GINSBURG ET AL.
APPLICATION SERIAL NO: 10/045,089
SHEET 2 of 8

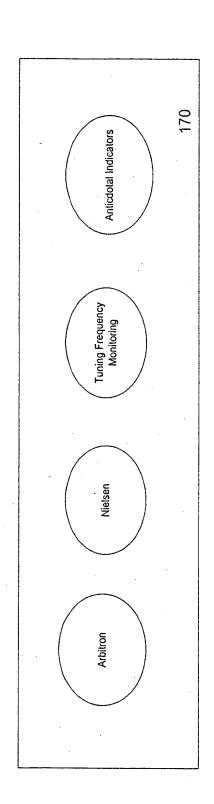


SHEET 2 of 8

APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION SETHOD

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 10/045,089

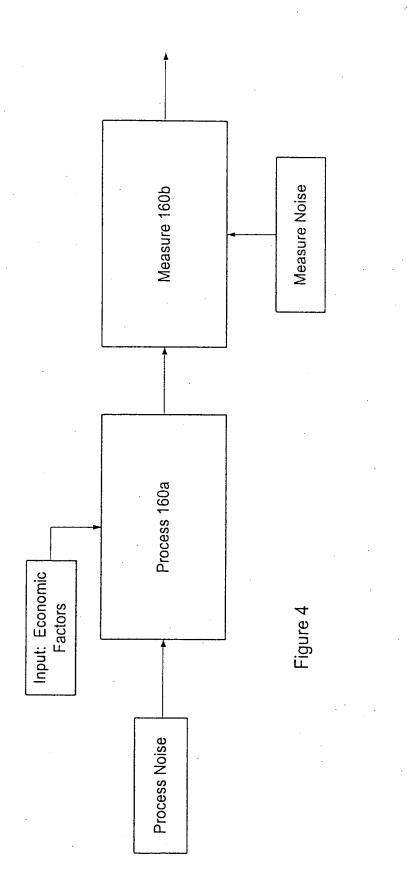
SHEET 3 of 8



APPLN. FILING DATE: JANUARY 15, 2002
TITLE—INVENTORY AND REVENUE MAXIMIZATION METHOD

AND EM
INVENTOR(S): ALLAN GINSBURG ET AL.
APPLICATION SERIAL NO: 10/045,089

SHEET 4 of 8

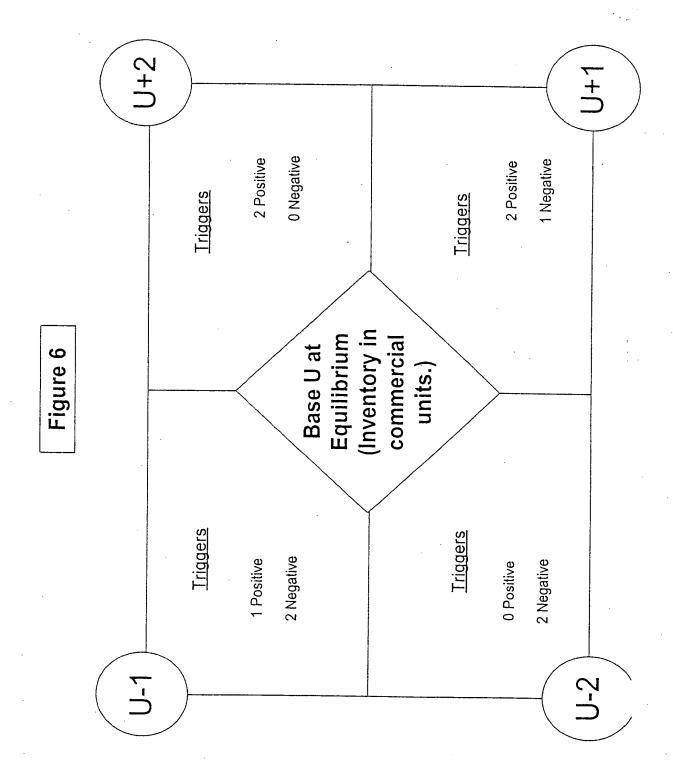


APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION METHO AND SYSTEM INVENTOR(S). ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 10/045,089 SHEET 5 of 8 526 528 Buy is cancelled Terminate £ 524 Order is processed) Buy is placed inside of freeze 522 200 Begin Figure 5 å 520 Buy is placed outside of freeze Yes 502 identify opportunity for advertising Seller and Buyer 518 Prices and Schedule frozen 10 business days Negotiate stage 506 504 New client process Current Customer 516 Scenarios using fuzzy rule sets Generate Yes 512 Generate prices for standard inventory range, Si, from TradeWinds for expanded inventory range, Ei, from TradeWinds Generate prices 508 510 inventory, Av. from local Inventory systems (LAN) probability of Close, Pb, from SAM system history and assign Obtain available Obtain Buyer

APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 10/045,089

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APPLN. FILING DATE: JANUARY 15, 2002

TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD

SYSTEM

ENTOR(S): ALLAN GINSBURG ET AL.

APPLICATION SERIAL NO: 10/045,089 SHEET 7 of 8

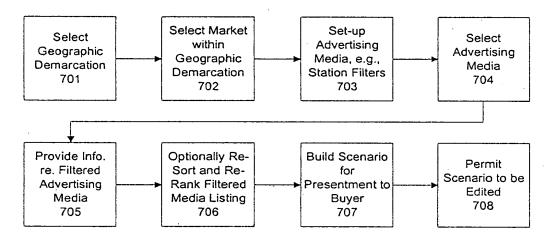


Figure 7

APPLN. FILING DATE: JANUARY 15, 2002
TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 10/045,089

SHEET 8 of 8

Weekly Totals	138 Year	336		336		336 336		108 %		336	TOTAL	138 336	32%
7/15 Sun	0	48 15% Week	\$40	60	\$35	10 (12 m) 10 (12		09	_	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		336	*32 × ***
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7/11 Wed	\$	48	\$85	60 80%	\$50	48	\$35	60 "Tester 60 "Tester 60 "Tester 60 60 60 60 60 60 60 6	\$2	72		138 435	32 % 100%
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16/2 Mon	\$60	48	\$80	60 60 115% ****	\$45	48 (1) 75% (1)	\$20	60		75.	Daily Tote is	138 (NG43)	32% Ppm
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